

# Model of Role Strengthening of Traditional Market

## Based on Social Capital in Indonesia: Study Case Beringharjo Market, Jogjakarta

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### Abstract

A traditional market has an important role for economic in a society of developing countries. In its worse condition with the presence of modern market, any efforts which have been done to revitalize the traditional market tend to face a failure because of it has not been looked at the social aspect and is only shown the physical and economical aspect. Meanwhile the social aspect (such as a social capital) is very significant for the dynamic and the sustainability of the market. This article provides how the social aspect (social capital) become an important part of market revitalization which is more optimal. By using qualitative method, this article is seen the dynamic of social capital between traders in Beringharjo Market, Jogjakarta. The result of study shown that the opportunity of strengthening and or weakening of the operation, function and role of the traditional market from each actor based on the capacity and competence of the key actors in the traditional market. The determination of power assessment on utilization of social capital by stakeholders of traditional market due to the support of stakeholders' network and power of trust which executed in form of the existing norm and value pattern.

**Keywords:** Traditional market, social capital, revitalization and social network

### 1. Introduction

A traditional market is a workplace which has many strategic values for small traders. From an economical aspect, the traditional market has proven effectively one of the places where the money turns around, which mean the strength of economical structure in the micro level. However the traditional market condition currently facing an external and internal problems which have a big impact to their existence. From the external side, the competition with the modern retail which very expansive makes the traditional market is more deserted by its customers. Even the development of modern retailer has entered the outskirts of city area since the policy of trade deregulation comes out in 2008 (Suryadharma: 2008). Beside it, the traditional market is facing the reality that the existing policy is not enough to protect their existence. It is also in the internal side the traditional market is facing reality which physically in bad condition, develop without planning, and operate excessive out of its area. It impacts the traffic jam around, uncomfortable for customers and for the merchants operation, fire resilience and become a bad element of city and its area include urging slum around. The existing market management is not able to handle the problems and is not able to anticipate the changes and to create a clean, comfort and secured market.

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- Many efforts have been done by government or non government parties to revitalize the traditional market. The policy related to the traditional market in national level is released by 9 (nine) related ministries. It shows the government's big attention on development of the traditional market. The revitalization program which has been done more in physic aspect such as physic building and location managing, also setting the regulation related to traditional market. In facts, there are many found that markets have been renovated and have a far better new buildings, but they are not used well. Many kiosks are closed and the traditional market tends to be more desolated. It can be seen in the program of traditional market revitalization which has been done in several markets in Semarang, Dargo Market, Sampangan Baru that their activities become not optimal. This reflects that the physic aspect only is not enough to be addressed, but there is another aspect has not been counted in the implementing revitalization.

Leksono (2009) sees it is not only competition problem with the modern market making the traditional market is deserted by the buyers. The matter is more dominated by the collapse of social capital in the traditional market. Slowly, the social capital in the traditional market begins to vanish. The social capital has become a symbol and a

characteristic of existence of the traditional market which has degenerated and toward collapse. The existence of social capital is not experiencing the regeneration in the social interaction in a market which lasting in such rapid. But instead being replaced by the incessant the product advertising and the strong competition between the merchants. The bargaining process according to Leksono, is a strength in developing the social capital. Where in the bargaining process occurs the interpersonal contact between merchants and buyers which is not only an effort to determine the price. The disappearance of the social capital which is had by society can be seen how the market society facing their own problems. It consists of the appeal of attitudes mutual suspicious, lack of trust, ignorant, oportunist and there is no association/*guyub* concept in the traditional market. As a result of the disappearance of social capital also means the disappearance of participation in traditional market<sup>1</sup>.

At least the thought of Laksono reflects that the market revitalization is not enough only using the physical and economical approach, but it is worthy to count the social cultural aspect as an united part. Several empirical facts show that several practice of traditional market revitalization which concern the social aspect in reality gets optimal result compared to which do not count this aspect. This can be seen in the success of market revitalization Segamas in Purbalingga which do not haul the old merchants, and even use their social capital power (network) to new develop it is proven to make customers feel welcome and comfort trading in the market. The other success example is the revitalization of Pasar Baru in Bandung which remains becoming customer's attraction from the other areas, even as reference for tourists. And the most outstanding is the revitalization of Tanah Abang market as the famous textile market in South East Asia.

The explanation above shows that the sosial aspect is a dimension which intangible and often less measure compared to the physic and economical aspect. But the position is very significant means for the continuity of traditional market. Social capital as it said by Laksono is one of his representation. Of course there are more other social aspects, but in many social studies about market, the social capital appears as a social aspect which is dominant and potential for market continuity. Therefore this article attempts to provide how the social aspect (social capital) becomes the important part of market revitalization which is more optimal.

## 2. Social Capital On Social Structure

A social capital is a society ability to work together for reaching the same goal in a group and an organization (Coleman, 1990). In the social capital consists of the following elements:

- Bonding social capital is a strong network which is horizontal between individual, group or institution which has similar characteristic (demographic character, background, self identity, as well as norm and value pattern).
- Bridging social capital is network between individual, group or institution with different characteristic (bridging social capital based on similar interest which towards the transformation of norm and value pattern).
- Linking social capital is a vertical relations which formed between individual, group or institution who has different power (linking social capital based on the interest regardless the different background).

The social capital is not a single entity, but it is various from several entities with the 2 main elements which are the social structure aspect and the ability to facilitate activities in the structure. The social capital works such as economical capital, physical capital, and human capital, namely there is benefit or advantage which can be obtained from its existence. The social capital is possible to reach output from the determined activity which brings an advantage together for the people who involved in it, where the absence of this social capital will inhibit the achievement of the output.

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<sup>1</sup> The worse a traditional market signs the more disappear of social capital. The worse because all run on individual work description. It is no more by a consciousness in java language called as '*melu handarbeni*', or feel belong and then all feel binding to maintain and keep the market comfort. Taking over the hall for pedestrian or market visitor in order to be able freely to bargain and transaction is also a symbol of plummeting of social capital because the hall is taken to place the goods for interest of economic capital accumulation.

Coleman (1988) shows 3 forms or manifestations of social capital. The first is obligation, hope, and trust. The social relations and social structure which exist in community is facilitating formation of manifestations of the social capital. One of elements of social relations which is important enough to grow the norm is closure of social networks. The norm appears as one of efforts to limit the negative influence from the external environment and to urge the development of positive influence. This only can be reached if there is closure of social structure and network. The other social structure is the organizations which are social (social organization). Benefit of involvement in this various social organization is the utilization together of resources (resource sharing). From the explanation is seen that the social capital investment is able to increase the quality of human capital for members in the social structure.

Putnam (1990) reveals that the meaning of social capital refers to the attribution of social organization such as network, norm, and trust which are able to facilitate the process of coordination and cooperation to obtain an advantage together. Like Coleman, Putnam also reaffirms that social capital is able to increase the benefit on investment of physical and human capital. Social network is able to facilitate the process of coordination and communication and strengthen the trust between individuals. The formation of social is also able analyzed and place the success of collaboration in the past as a template for the future collaboration model. Meanwhile Lin (1999) gives the more detailed analyses. According to him, social capital is social relations investment by hoping the returns of benefit or advantage in the future (*expected returns*). Individual is binding in relation or interaction and network to obtain the advantage.

The measurement of social capital as a network asset is seen from 2 core approaches, namely the measurement of embedded resource and the measurement of network locations. The first approach sees that the resource which belongs to social network is a core element of social capital. This measurement focuses on the resource measurement which can be respected (such as wealthy, power, and status) belongs to individual which can be accessed by the other individuals in their network. Meanwhile the second approach more focuses on the bridges or access to bridges which can facilitate the returns of advantage from the activities which have been done.

### 3. Methodology

The approach which has been used in this research is qualitative research. This approach is used to gain the information detail and deeply related to the social aspect and especially digging about the social capital. The data collecting method which has done is in depth-interview, field observation, documentation of secondary data. The in depth-interview informants are the parties who are competence in managing traditional market such as from Regional Government either Department or Market Trade Center, the chosen market manager, figure/representative/ association 'paguyuban' manager /merchant's organization, the chosen merchant and customer. The field observation is done to see and observe carefully the various data and information such as commodity, the gender of the main actor, number and worker relations, working time, operation time, supplier, character of customers and trading location (in market, in market yard, outside market area). Beside it, there are several things such as the pattern of market operational from the market opening time, market hygiene, goods loading-unloading and market closing time.

Data analyses method is done by indentifying data, clarifying data, then assuming data and the last making decision from the data (Miles dan Huberman, 1992). In doing indentification of data and information based on the variable and indicator which are suitable with the determined scale such as:

- The owner of market, service area and market service time, policy and city scale of market management and merchant counseling programs.
- Area, infrastructure and facility of the market, trajectories the presence of market, number and characteristic of merchants, commodity, scale and service pattern, time and operating pattern, map of market actor, investment, money turning, retribution, and pattern of physical management, market managing organization, and the other organization in market level.
- Commodity, gender of main actor, number and work relations, length and up-down business, operating time, supplier.
- Customers, money capital; entrusted goods, borrowed goods, and money turning.

In doing classification, then data is categorized to several categories of social capital as well as in forms of trust, network, value, dan norm. Then it is done interpretation dan analyses of relations between variabels as well as in the city scale, market scale and merchant scale.

#### 4. Discussion

##### A. Beringharjo Market (Jogjakarta): Traditional Characteristic, International Fortune

Beringharjo Market is one of components of Catur Gatra single pattern or pattern of royal city planetary consists of Palace, Square, Market and Mosque. This market area reached 2.5 ha with the number of merchants inside more and less 5300 people. Seller unit in this market are kiosks, stalls, seller base outside the stall, seller base inside stall, and seller base outside the market. Beringharjo Market serves grocery or retail trading either garment commodity or 'sembako' (nine main ingredients/staples). In one market building is seen the difference of trading system which is developing. On the first floor, the trading is still very traditional where bargaining system is still clear and price determination is not through labels set on commodity. Meanwhile on the second floor, serves trading with semi modern character where bargaining system does not happen many times because the price has determined and set on the commodity. The costumers of Beringharjo Market is very various such as local tourists, international tourists, society with weak economic, middle and high economic. The fluctuation of visitors in the market is significant enough. The number of visitors reaches the average of 25.000 per day, but on the certain days such as Idul Fitri or new year, the number of visitors of Beringharjo Market increase up to 4 times, it is about between 80.000 up to 100.000 visitors per day.

Beringharjo Market has key commodities which are various. Batik is a main commodity which is a specific characteristic and one of tourist destinations in this market. Batik sale is not only in the form of garment, but also the products of the garment such as batik house dress, batik pajamas, batik shirt, batik blouse, and other batik products. Beside it, antique trading goods are also become a specific characteristic such as old typing machine or antique helmet which was made in 1960-ies. Beringharjo Market is also become destination for completed traditional cuisine such as bolung emprit, kethak, blondo, growol, gudangan, pecel, bakpia, geplak, mata kebo, kue mangkuk, roti kolombeng, and bakmi pentil are several traditional foods of Jogjakarta which can be found in this market in a day time. But at night and when the main market is not operated anymore, the main area of Beringharjo Market (usually area in front of the main gate/west gate) becomes the center of foods Malioboro characteristic such as onde-onde, martabak with various contains, terang bulan legit mixed with chocolate, peanut or banana, cenil, and klepon or puthu which contains of Java sugar. Moreover Beringharjo Market gets a name as a main market and become reference of merchants from the other traditional markets in Jogjakarta area because this market provides a very completed 'sembako' with a large quantity. Beside 'sembako', Beringharjo Market is also known with gold trading. The number of gold merchants in the market is plenty enough with high money turning.

Beringharjo Market has an economical potential which is enough promised because this market located in the city center, office, and hotel which possibility of this market becomes the easiest place to visit. Beside it, Beringharjo Market location is on opposite side with many historical places which become tourist destination either local or international such as Vredenburg fort and temporary presidential palace Gedung Agung. It makes the Beringharjo Market as a location which often passes by public transportation such as andong, rickshaw, bus, taxi, and motorcycle taxi. But in the other side, this market also has a thread of big competition. The various modern market, boutique and minimarket spread around. Moreover the modern market has a longer operating time compared to Beringharjo market which only operates in a day time from 7 o'clock in the morning until 5 o'clock in the afternoon. But in the other side, the scramble for costumers is taken by merchants of Beringharjo market by making promotion system with using electronic media websites such as [www.pasarberingharjo.wordpress.com](http://www.pasarberingharjo.wordpress.com), [www.pasarberingharjo.com](http://www.pasarberingharjo.com), and [www.jogjatrip.com](http://www.jogjatrip.com).

The social relation of merchants which is created in Beringharjo Market covered the internal and external relations. The internal relations between merchants are mediated by forming Beringharjo association which is more known as 'pagerharjo'. Meanwhile, the merchant has the strong external relations with market management, supplier, and buyer. The created relations have an impact which is significant to the sustainable and the success of merchants. Beringharjo Market has many partners enough as well as covered the partnership with government, society and private. Beringharjo Market management has a cooperation with Public Service Institution/Lembaga Pelayanan Publik (LPP) Radio Republic of Indonesia in program to form a market radio. The objective in forming a market radio is a channel in discussing the problems in the market and as a media for merchants to receive the advice and information from the head of market. The other cooperation which is built is with Indonesian Society Bank/BRI. In this partnership mechanism, BRI is ready to be a donator to examine

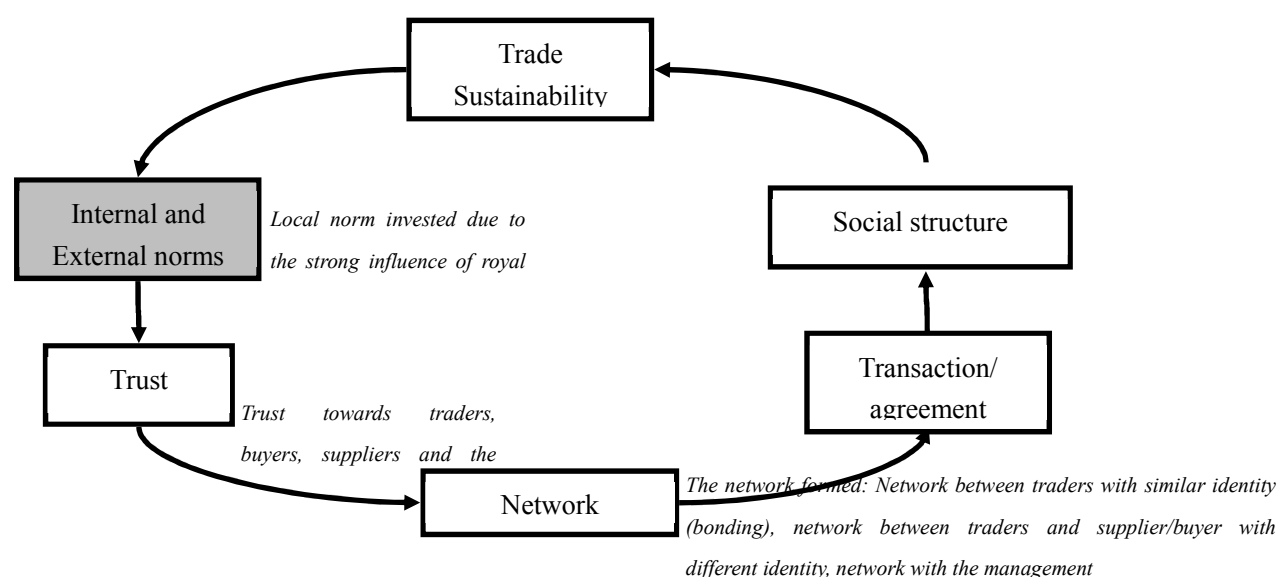
freely the healthiness of 'gendong' labor, giving aids such as chairs, fruits racks, and waste bins. The management also has cooperation with Department of Industry, Trade and Cooperatives/Disperindagkop related to control the price of commodity (nine main ingredients/staples) in the market especially in the high season. The other partnership system which created is cooperation between the merchants and BMT Beringharjo. The existence of BMT gives a positive impact for merchants such as the easiness to get a loan with relatively low interest. Beside it, the cooperation which is created with the BMT to avoid the merchants snared in debt with market money lenders. Beringharjo Market is also has partnership with cooperatives of Beringharjo Market and Association of Beringharjo Market Troubadours which has members amount 126 people.

Beringharjo Market has the various facilities which support the smoothness of trading process inside. There are 2 main offices in this market. The first is the office complex of market managing which is taken place on the third floor and the second is the office of market cooperatives. Meanwhile the various supporting facilities which are available in the market consist of car and motor parking facility on the third and first floor, goods loading and unloading facility, communication facility, livestock belay facility, the main way/escalator, security facility, hygiene and sanitation facility, toilet, praying place (mosque), ATM machines, and information pos. Managing system which is done in Beringharjo market covers 3 main things, they are managing of hygiene, security and orderliness. Market hygiene is managed by providing a number of waste bins both in the outside and inside the market area. The monthly retribution fee for market is Rp. 3000,-/m<sup>3</sup> multiplied with produced waste volume. While, in term of preventing the criminal action, the market management of Beringharjo Market is taking some security efforts such as 24 hour security system which is divided into daylight shift and evening shift. Security is provided all over the areas, however it is being centralized in the west area of market as it is close to the main gate, batik kiosks as well as gold and jewelries kiosks with the highest amount of trader. Thus, some security guards who stand by, the management also facilitates CCTV to monitor some main areas in order to anticipate the crimes especially during the high season when the amount of consumers increased dramatically such as during lebaran day. The market regularity is also becoming another important issue which seriously concerned by the management of Beringharjo. The regularity is focusing on the homeless people and beggars which spreads in many areas in the market. To rid of these societies, the management asked the security guards (security officer patrol) under collaboration with the local police.

## **B. The Dynamic of Trader Social Capital in Traditional Market of Jogjakarta City**

The social capital of traditional market trader is based on the network formed (which consists of bonding, bridging and linking network), trust and reciprocity relation, collaboration, norm or social value as well as the existence of trader group and its membership system. Trader in Jogjakarta is effected by local norm and culture value which bound and manage personal behavior in social interaction. The relation mechanism between social capital and trade sustainability in traditional market is shown in the next figure. The internal or local norm belongs to social norm which regulates personal behavior to achieve the social interest. The next figure shows the internal norm.





**Figure 1. The Mechanism of relation between social capital and trade sustainability of traditional market in Jogjakarta city.**

To foster trust of trader towards purchaser, supplier and the management finally will create a solid network of bonding, bridging and linking. Furthermore, the strong relation will generate social structure so that will implement some external norms. From the social structure, agreement for all parties will be created easier which implied to the sustainability of trade in traditional market.

Local norm which grows in traditional market such as the culture of “Pekewuh”. This local norm belongs to social value which came from indigenous instead of intervention result. This culture encouraged trader to agree the convention which had been appointed, in term of preventing against conflict as well as to foster traders in settle the retribution on time. Meanwhile, the external norm and social value created by the management such as philosophy “the cleaner the market, the more money will come” (Pasar ku reseik, rejekiku apik) will encourage traders in keeping the market clean and comfortable. In addition to that, another philosophy called SEMAR which stands for Smile, believe to God, United, well directed and friendly (Senyum, Eling dengan Yang Maha Kuasa, Manunggal diadakan paguyuban untuk persatuan, Arahan dari pengelola pasar, dan Ramah).

From these norms, trust between one trader and the others will be built naturally. The high level of trust between traders is shown while a trader is doing transaction by selling commodity from the other trader and they do not need to pay in advance (consignment system). Furthermore, there is also a good tolerance between traders. It was shown on the sample case when traders in Pasar Pakuncen which was trying to defend and protect other trader who was being suspected to sell illegal commodities (stolen goods seller). Thus, there is also a good network and trust between the traders and suppliers as good as the network between trader and purchasers. For example, the purchaser still can buy the commodities without cash payment and the traders still give any guarantee towards quality of commodity to maintain the good network and trust between trader and purchaser.

The good trust implies to the existence of solid network. Bonding network or the visible integrity can be found in traditional market in Jogjakarta is trader association or Paguyuban. The traders association or Paguyuban is a commodity based that actively developing good collaboration between formal and informal members which is initiated by the traders.

The ‘Paguyuban’ role and function is as a place to pool the trader’s aspirations, act bridging the communication between traders and the management (market authorities or lurah pasar), simplify the information distribution, pool the internal conflict management in the market and trader level, the capital loan system from banks well as decrease the amount of money lender in the market (the

decrease of money lender in Pasar Beringharjo is 75% while in Pasar Pakuncen is 50%). From many Paguyuban, then they created the association of paguyuban in traditional market in Jogjakarta. The association has dominant role in developing the promotion of traditional market.

Bridging network from traders is a cohesive network supported by various back ground personnel. It is shown while the traders is willing to make a transaction with suppliers or purchasers from different ethnic, region as well as profession. Even the variation of purchaser is including local and international, local and city as well as indigenous and non indigenous. Furthermore, the bridging collaboration has developed strongly with conventional bank such as : Bank Rakyat Indonesia, Bank Mandiri, Bank Nasional Indonesia etc. The strong network often generated into a kinship relationship. While the linking network is indicated by active coordination between traders or paguyuban and market management in in every activities and links as well as sharing role in promotion event and in the process of conflict solving while market authorities participate in solving the problem through deliberative way at the level of Paguyuban. The attitude of giving support between traders and the management can also be seen through renovation process of Pasar Beringharjo building in which the renovation was done due to the collaboration between the traders and the management. From these network, the mutual agreement will be appeared that generated a social structure which highlighting on the division of role and responsibility from each related parties. This conditions gives a positive implication to the sustainability of trade in traditional market.

## 5. Social capital for Market Sustainability

The research has given two analysis on traditional market sustainability : First, sustainability analysis based on trader version and Second, research based analysis.

According to summary of the interview with traders in Pasar Beringharjo mentioned as follows :

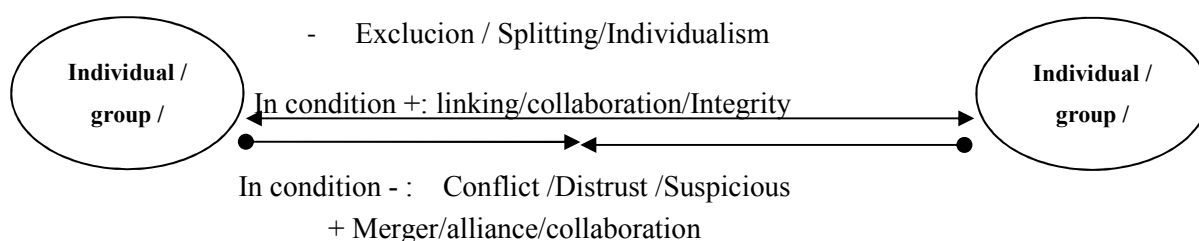
- The improvement on facility and market management system to anticipate the penetration of modern market hegemony.
- City government should actively control the price gap between the modern and traditional market.
- The necessity of law legitimacy which protects the commodity in traditional market.
- Capability and capacity development for traders facilitated by market management.
- Promotion enhancement for traditional market through mass media and certain events.
- The assurance from the market management regarding sustainability and simplification towards capital access from bank for traders.
- The social capital at the trader level is very strong which becomes an important aspect for a livelihood sustainability in the traditional market. The government should be critical in managing the social media to foster the market.
- Trader gives a full support on the various revitalization program as long as the program is not related to rebuild the market building.
- Revitalization plan is based on need of traders that is more strengthening on the capacity building of traders as well as the social media.
- Monitoring and evaluation on market revitalization process should be done optimally. The application of local regulation such as prohibition against selling on the footway should be implemented by the related party.

While the sustainability analysis based on the research is: first, the social capital does not implicate maximum to the trader sustainability if the control towards competitor growth of traditional market do not becomes priority. In addition to that, traditional market that have become important icon as a place where culture and tradition grow up. It is supposed to have serious concern and priority in term of enhancing physical, economic as well as social which is not possible to do in partial way (comprehensive development). The dominant of government should based on the existence and potential of social capital but also do not potentially harm its existence to maintain market sustainability. Thus, to do market renovation, Government should assure that the renovation is aiming to facilitate the physical, economic as well as social needs which will effects the sustainability of trader livelihood, instead of to accommodate the economical need for central government.

## 6. Model of Role Strengthening and Sustainability of Traditional Market based on Social Capital

By combining the definitions of social capital from a variety of reference, therefore the model of social capital support on operation and function of traditional market is based on 2 reasons: TRUST as a result and basis to develop the business and SOCIAL NETWORK which created by the trust between individual, groups and related institution in the activity of traditional market.

Network was built upon knot which in transaction in traditional market is individual trader or other individual, group or institution and network which is connecting all the knots through linking, collaboration or integrity managed by norm and existing value pattern and effected to the social enhancement for individual, group and or institution in the existing social system. In diagrammatically, the network found in the operation system of traditional market is:

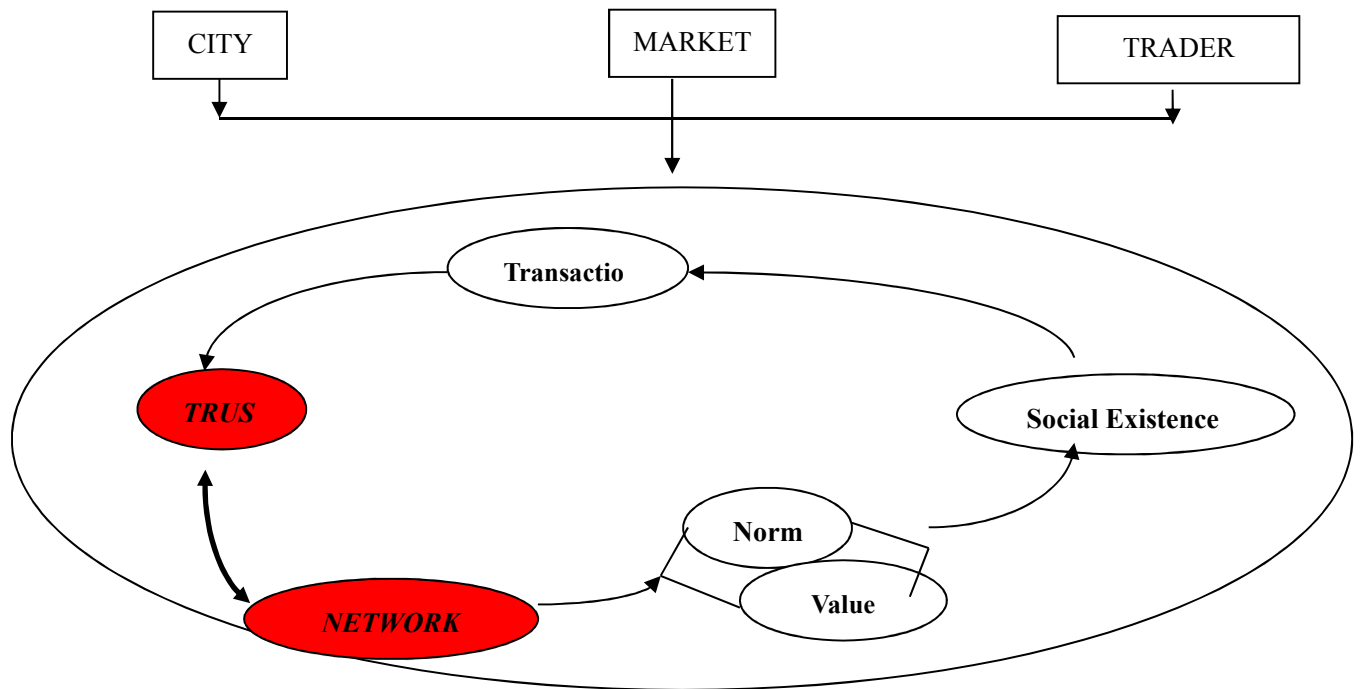


**Figure 2. Key Elements of Social Capital Network**

- This study determined that Bonding social capital is a strong horizontal network between individual, group or institution which has similar characteristic (demography, back ground, self identity as well as norm and value pattern).
- Bridging social capital network is network between individual, group or institution with different characteristic (collaboration based on similar interest which aimed to the transformation of norm and social pattern).
- Linking Social Capital network is a vertical network created between individual, group and institution that has different power (linking based on interest regardless the different background).

Started by defining TRUST and NETWORK as a key factor of social capital as mentioned by some references and researches in the previous, Model was built by defining norm and value pattern as a element which can maintain network sustainability. When norm and value pattern have been integrated to the individuals and group in a network, then gradually and continually the enhancement of social existence on community structure occurred. The power of social position on individual, group and institution in community finally will potentially generate opportunity of collaboration agreement – transaction that will strengthen its TRUST. Diagrammatically the model shown as follows:





**Figure 3. Model of Social Capital on traditional market operation**

### Conclusion

Network of individual and trust establishment, regulation, shown a specific condition beside the standard condition which effecting the potential of social capital which can be used in term of strengthening the excellence and durability of traditional market in the function and operational of the city. The traditional market specific character and function in the city economical system and social welfare is the accumulation from city specific character such as quantity, status and function in regional - national - global economical network, development history, governance including leadership, development vision and its implementation in the program, culture, scale and economic characteristic, the level of welfare and investment interest from stakeholders.

The opportunities of strengthening or and weakening of operation, function and role of traditional market from each actor is based on the capacity, each competence as well as position according to other individual perspective especially the key actor of traditional market. This strengthening can be done through formal way from each party and or simultaneously from related party, or through a regulation reform as well as formal and informal arrangement. By defining the assessment on the social capital utilization of traditional market stakeholder in city level, therefore the description of traditional market power in was known due to the support of stakeholders' network and power of trust which executed in form of the existing norm and value pattern.

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